



Oregon
2009 Cyclist Visitor Analysis
August 2010

Analytical Note



- The Cyclist Market includes all trips where Biking was reported as an activity.
- Overnight Expenditure estimates among Oregon Cycling Visitors are based on Per Person spending for 2008/2009 combined.
- Due to lack of sufficient bases for Oregon, Day Expenditures are based on National Per Person spending for 2008/2009 combined.

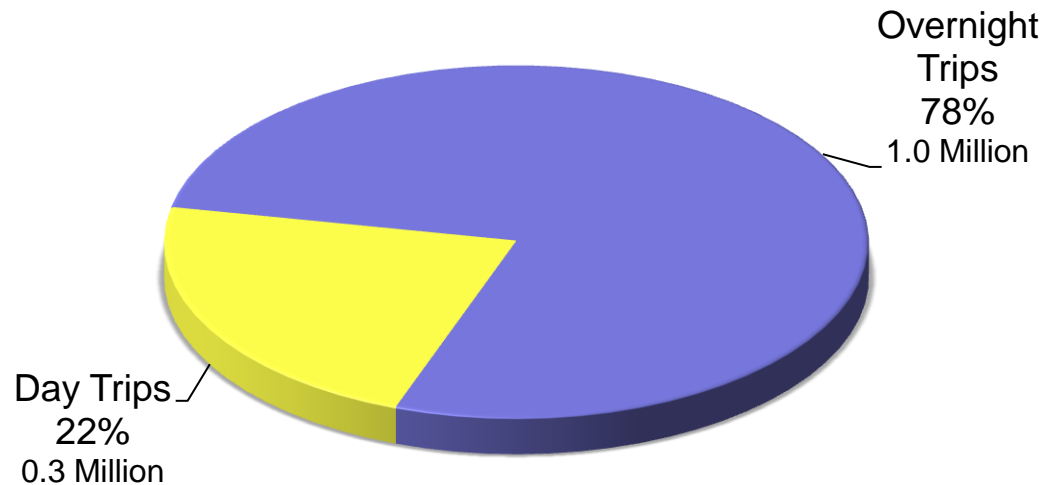


Market Size

Size of Oregon's Cycling Travel Market*



Total Person-Trips = 1.3 Million



*Total trips (adults and children) which included Biking as an activity

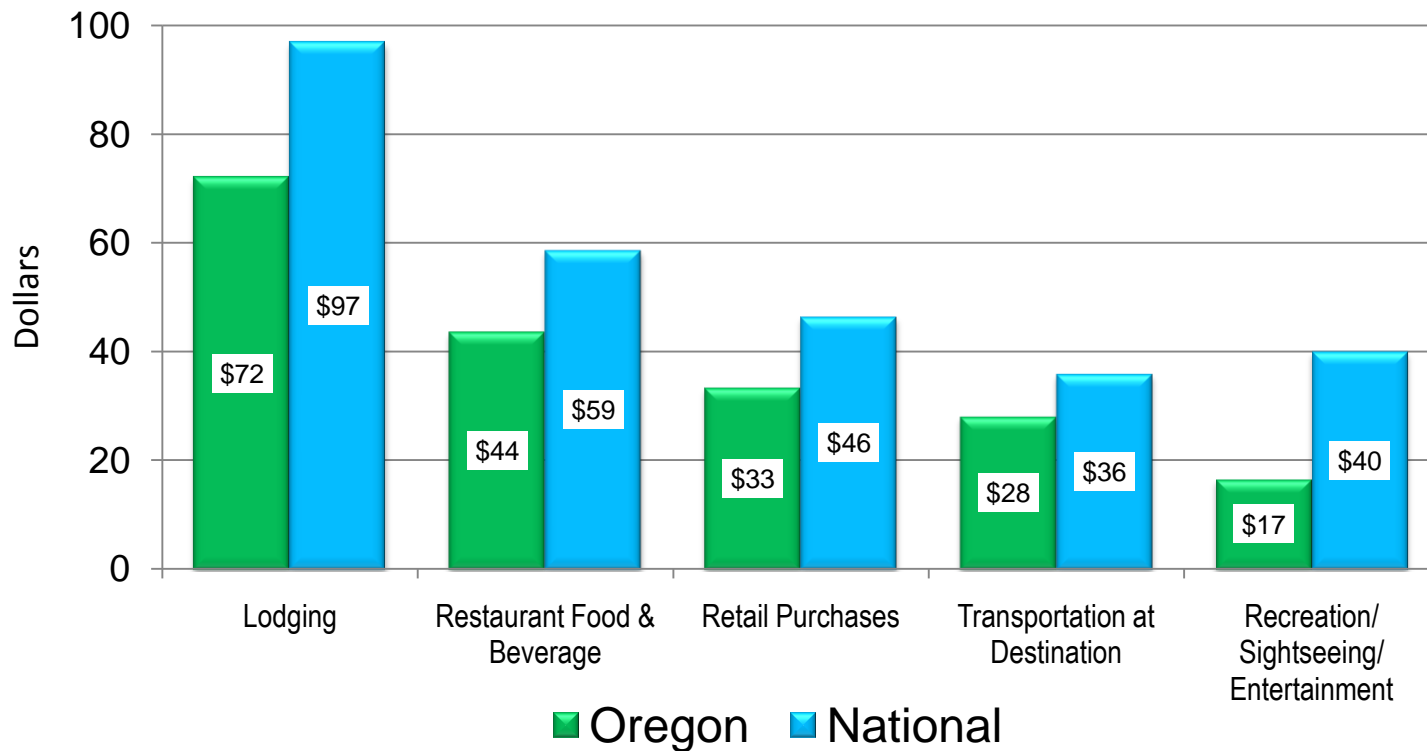


Overnight Expenditures

Average Per Person Expenditures on Overnight Trips* — Oregon vs. National



Base: Overnight visitors to Oregon reporting Biking as an activity



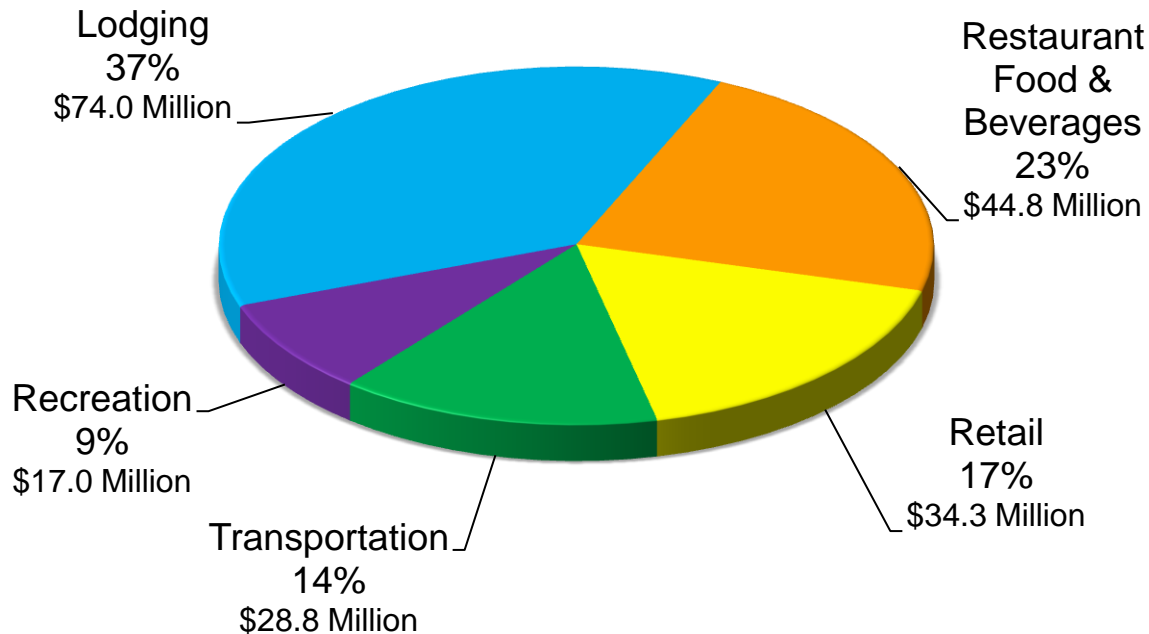
* 2008/2009 combined for Oregon; 2009 for National.

Total Overnight Spending – by Sector



Base: Overnight visitors to Oregon reporting Biking as an activity

Total Overnight Spending = \$198.9 Million



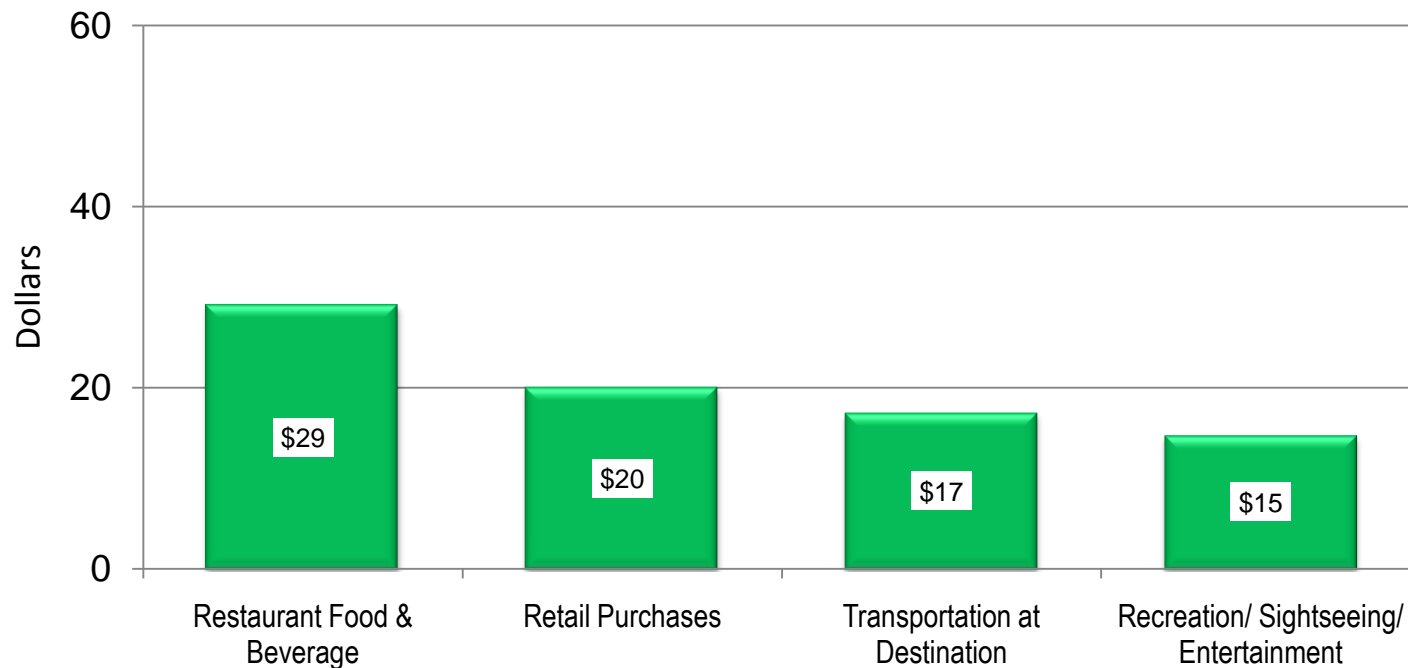


Day Expenditures

Average Per Person Expenditures By Cyclists on Day Trips*



Base: Day visitors to Oregon reporting Biking as an activity



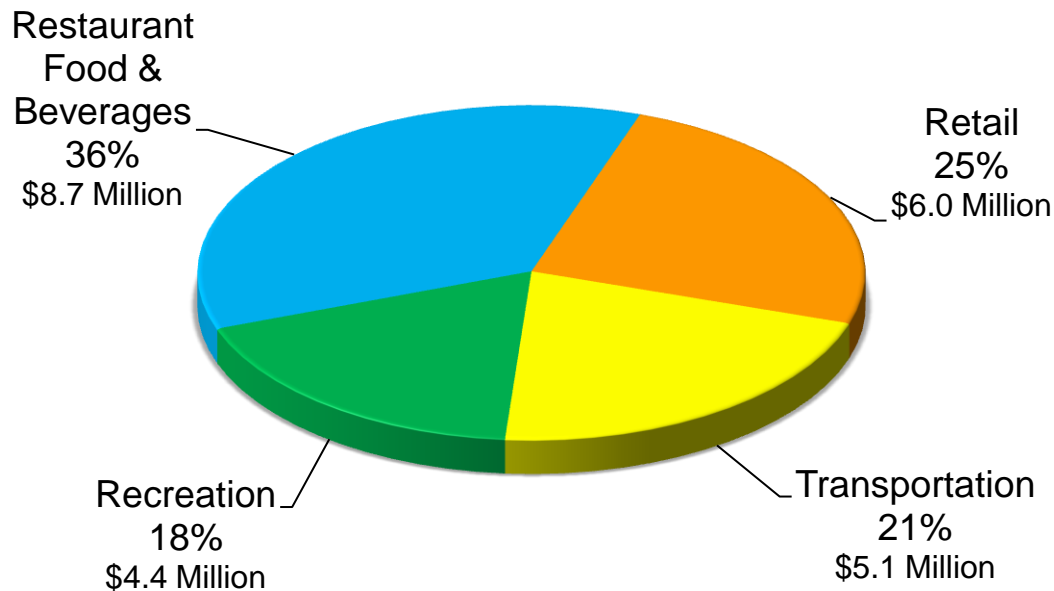
* National Day Per Person Expenditures for 2008/2009 combined.

Total Day Spending – by Sector



Base: Day visitors to Oregon reporting Biking as an activity

Total Day Spending* = \$24.2 Million



* Total Day Spending estimates are based on National Day Per Person Expenditures for 2008/2009 combined.